

Marketing Research Report – 32 points

This will be your guide for writing the research report in identifying if Des Moines is able to meet the NCAA Requirements to host a regional Men's Basketball event. The elements that are listed below are essential to the report and necessary to explain your findings to individual(s) that are in position to make the final decisions and develop a Marketing Plan.

1.) Cover Page

- a. **Title**
- b. **Subtitle – Who the Study was Completed for**
- c. **Date of Completion**
- d. **Name**

2.) Outline

Contains the major sections of the report and page #'s

3.) Executive Summary – Summarizes the report (This is written at the end)

Summarize the purpose and direction of the report.

Discuss the methods and the processes performed

Summarize Important Results

Conclude Thoughts

Make your Recommendation

4.) Introduction

- Statement of the Problem/Purpose of Research

In this section, you will explain the problem/purpose of the research, why the study was conducted, give the reader background into the research and what were the objectives.

5.) Secondary Research Collection

- Collection of all Secondary Data

In this section, you will demonstrate the use of data that has already been collected and made available to support the research process. Demonstrate the ability to assemble the necessary data to answer the requirements from the NCAA. This data needs to be validated with evidence based findings and support for meeting the findings required.

7.) Results of the Research

Present your findings

In this section your job is prepare the results of the research. You will use visuals (graphs, charts, images, etc...) explaining what was discovered in your work to find answers to the initial problem/purpose. This is typically done orally and written. Make sure the visuals communicate your findings easily and are identifiable.

8.) Summary and Recommendations

e. **Concluding thoughts and suggested actions**

In this final section, you will include the most important findings from the research and you will make a recommendation based upon the results of the research. Once explained, the readers can determine whether or not there needs to be further study or if they can act upon the recommendation made.

Rubric for Content

0	1	2	3	4
Content is absent from the decision making process.	Element is included, but insufficient content, lacking explanation, and unsuccessfully communicates the research process and procedures.	Element is present, minimal explanation of the response, lacking detail, missing much of the required content. The explanations are not easy to understand and the response does not show understanding of the content	Element is present, and covers most of required content. Each element that is identified is easy understand and they have the proper explanation and understanding of the research process and procedures.	Element is present and an excellent understanding of the research process and procedures that were performed. All of the required content is included and explanation is correct.